

AMENDMENTS TO THE CLAIMS:

The following listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A method of presenting a digital video work that can customize the content presented to a particular viewer based upon the viewer's preferences, the method comprising the steps of :

(a) providing a plurality of potentially viewable digital video scenes to deliver to a viewer in modules containing one or more sequences of such scenes;

(b) determining probable personal preferences of categories of viewers;

(c) producing some of such scenes as alternative scenes having content that is associated to such personal preferences;

(d) obtaining providing a means for learning information about a particular viewer in order to characterize the viewer as having a personal preference, the information obtained interactively from the viewer;

(e) structuring the work such that at least one module contains a scene sequence in which an alternative scene can be interspersed with other scenes in response to information obtained interactively learned or inferred about a particular viewer; and

(f) in response to information learned obtained interactively about a particular viewer, delivering to the viewer a scene sequence containing an alternative scene that is associated to the personal preference the viewer is characterized to have.

2. (Original) A method as in claim 1, wherein the work is used for marketing products or services to potential purchasers, the plurality of potentially viewable digital scenes conveying information about a include containing potentially viewable scenes about such products or services; and the personal preferences are preferences for the use of such products or services.

3. (Currently amended) A method for presenting a digital video work for marketing products or services to potential purchasers who can customize content based upon viewer preferences [structuring scene sequences for an interactive digital video work], the method

comprising the steps of:

- (a) providing a plurality of potentially viewable scenes to deliver to a viewer in a plurality of modules, each module containing potentially viewable scenes about a product or service;
- (b) in at least one of the modules, presenting to the viewer alternative decisions that allow the viewer to [will] determine an order in which [at] a subsequent module will be presented;
- (c) enabling the viewer to make one of the alternative decisions;
- (d) in each module that can be presented in a different order, providing neutral scenes in which the content is not dependant upon the order in which the module is viewed, and providing sets of alternative scenes in which the content is dependant upon the order in which the module is viewed;
- (e) prompting the viewer to make one of the alternative decisions that will determine the order of a subsequent module;
- (f) presenting to the viewer neutral scenes interspersed with alternative scenes that are appropriate to the relative order in which the subsequent module is presented.

4. (Currently amended) A method as in claim 3, wherein ~~the work is used for marketing goods or services to potential purchasers, the plurality of potentially viewable digital scenes conveying information about a~~ include containing potentially viewable scenes ~~about such goods or services~~; and the step of presenting to the viewer neutral scenes interspersed with alternative scenes that are appropriate to the relative order in which the module is presented includes presenting alternate scenes to avoid repeating information already conveyed to the viewer in previous scenes.

5. (New) A method for presenting digital video information used for marketing products or services to potential purchasers who can customize the content of the presented information based upon interactive viewer choices, the method comprising the steps of:

- (a) providing a plurality of potentially viewable scenes to deliver to a viewer in a plurality of modules, each module corresponding to a product or service, wherein the potentially viewable scenes of each such module provide information about attributes of the product or service;
- (b) for attributes which are common to more than one product or service, producing

some of the potentially viewable scenes to provide comprehensive information about the attribute and alternative scenes to provide abbreviated information about the attribute;

(c) presenting to the viewer alternative decisions that allow the viewer to select an order in which modules will be presented;

(d) enabling the viewer to make one of the alternative decisions;

(e) prompting the viewer to make one of the alternative decisions; and

(f) presenting to the viewer, in each module selected by the alternative decision that can be presented in a different order, the scenes providing comprehensive information for attributes not previously presented to the viewer in an earlier module and the alternative scenes providing abbreviated information for attributes previously presented to the viewer in an earlier module.

6. (New) A method for presenting digital video information used for marketing products or services to potential purchasers who can customize the content of the presented information based upon interactive viewer choices, the method comprising the steps of:

(a) providing a plurality of potentially viewable scenes to deliver to a viewer in a plurality of modules, each module corresponding to a product or service, wherein the potentially viewable scenes of each such module provide information about attributes of the product or service;

(b) in at least one module, providing basic scenes which provide information about an attribute that are presented to the viewer when the module is viewed, and providing a set of alternative scenes which are only presented to the viewer in response to an interactive request by the viewer for additional information;

(c) presenting to the viewer following a basic scene providing information about an attribute an alternative decision that allows the viewer to request or turn down additional information about that attribute;

(d) enabling the viewer to make one of the alternative decisions;

(e) prompting the viewer to make one of the alternative decisions; and

(f) presenting to the viewer in response to the alternative decision requesting additional information the set of alternative scenes providing additional information.

7. (New) A method as in claim 6, further comprising the steps of:

(g) for attributes which are common to more than one product or service, recalling whether the viewer made an alternative decision regarding the same attribute in a earlier viewed module, and

(h) if the viewer has made an alternative decision requesting or declining additional information about the same attribute in a previously viewed module, not prompting the viewer to make the same decision in a later module.